



# Yeovil Town Council

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Please note change to usual day

The Meeting... **Promotions and Activities Committee**

The Time... **7.00pm**

The Date... **Thursday 15 May 2014**

The Place... **Town House, 19 Union Street, Yeovil**

If you need this information in large print, Braille, audio or another language, please ring 01935 382424



*Alan Tawse*

Alan Tawse  
Town Clerk

09 May 2014

**Promotions and Activities Committee**

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Please contact Sally Freemantle at the Town House for more information about this meeting

To All Members

Martin Bailey

Kris Castle

J Vincent Chainey

Philip Chandler

Tristan Cobb

Leah Cross

Clive Davis

Bridget Dollard

David Dollard

Tony Fife

Jon Gleeson

David Greene

Peter Gubbins

John Hann

Kaysar Hussain

Andrew Kendall

Mike Lock (Ex-officio)

Tony Lock

Wes Read

David Recardo

Manny Roper

Darren Shutler (Ex-officio)

Alan Smith

## **Equality Act 2010**

The *general* public sector equality duty places an obligation on a wide range of public bodies (including town and parish councils) in the exercise of their functions to have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
- Advance equality of opportunity between people who share a protected characteristic and those who do not
- Foster good relations between people who share a protected characteristic and those who do not

The protected characteristics are:

*Age*

*Disability*

*Gender Reassignment*

*Marriage and Civil Partnership*

*Pregnancy and Maternity*

*Race*

*Religion or Belief*

*Sex*

*Sexual Orientation*

# **A G E N D A**

## **Public Comment (15 Minutes)**

1. **MINUTES**

To confirm as a correct record the Minutes of the previous meeting held on 10 March 2014.

2. **APOLOGIES FOR ABSENCE**

3. **DECLARATIONS OF INTEREST**

4. **CORRESPONDENCE**

5. **CHRISTMAS LIGHTS**

To consider the report by the Town Clerk attached at page 2

6. **FIRST WORLD WAR**

To consider the report by the Town Clerk attached at page 3

7. **YEOVIL IN BLOOM STEERING GROUP MINUTES**

To consider the Minutes of the meeting of the Yeovil in Bloom Steering Group held on 14 April 2014 (attached at pages 4 - 5)

8. **CUSTOMISED SOUVENIRS**

An opportunity to discuss ideas for the purchase of new customised souvenirs.

9. **BEST VALUE**

To consider the report by the Town Clerk attached at page 6 - 7

10. **FINANCIAL STATEMENT FOR FEBRUARY/MARCH 2014**

To consider the Financial Statement for the period 1 February to 31 March 2014 attached at pages 8 to 12

## **PUBLIC COMMENT (15 Minutes)**

## 5. TOWN CENTRE CHRISTMAS LIGHTS

Yeovil Town Team has undertaken a review of last year's Town Centre Christmas Lights switch-on event which, in line with previous years, was held in the Quedam Shopping Centre at 6.30pm on a Thursday evening in November. This was followed by musical entertainment in the nearby Public Entertainments Area and fairground attractions and food stalls in Lower Middle Street.

A number of retailers in the Town Centre offer late-night shopping on the Thursday evenings leading up to Christmas and the switch-on event has traditionally marked the first of these evenings. To help support this initiative, arrangements are made for public toilet facilities to remain open on these Thursdays until 9.00pm and free public car parking has been made available after 4.00pm.

It was noted by the Team that in recent years a growing number of retailers had not opened late on the switch-on night and it was felt that taking a different approach might increase footfall and help bring more visitors into the Town Centre to enjoy the event.

With this in mind, the Team would like to arrange a number of additional events and attractions throughout the day that would complement the Christmas Lights switch-on and encourage more families to come earlier into the Town Centre and stay for a longer period of time.

Other towns where this approach has been taken have achieved a higher level of footfall and the switching on of the Christmas Lights has formed part of a weekend of festive fun.

Bearing this in mind and mindful of the fact that a number of younger people who currently attend the event are at school the following day, the Team has suggested that the possibility of moving the switch-on event to a Saturday, or possibly a Friday, be explored.

Whatever approach is taken, the Team feels that late-night shopping on Thursdays should continue to be promoted and supported - but with the first evening starting nearer Christmas when sales start to pick up.

To assist with their discussions, the Town Team has invited the Town Council to comment on the merits of these ideas.

The Committee is **RECOMMENDED** to consider these suggestions and to forward its views to the Town Team.

*(Alan Tawse, Town Clerk – 01935 382424)*

6. **FIRST WORLD WAR**

Last November, the Committee was informed of arrangements that had been made for an exhibition to be displayed in the illuminated showcase in the reception area of the Town House to mark the 100<sup>th</sup> anniversary of the start of the First World War, which began on 4 August 1914 and ended on 11 November 1918.

The exhibition will be installed in late July, and will feature Yeovil's home life during the First World War.

Appropriate publicity will be arranged nearer the time with a view to raising public awareness of the exhibition and to encourage public viewing.

A separate report is being submitted to the Buildings and Civic Matters Committee about the proposed restoration of the Preston Plucknett War Memorial to mark this year's centenary.

The Committee is **RECOMMENDED** to note the matter.

*(Alan Tawse, Town Clerk – 01935 382424)*

**MINUTES** of a meeting of the **YEOVIL IN BLOOM STEERING GROUP** held in the Council Chamber, Town House, 19 Union Street, Yeovil on **Monday 14 April 2014**.

(4.00pm to 5.00pm)

**Present:**

David Recardo (Chairman)  
Alan Smith (Vice Chair)  
Manny Roper  
Steve Fox  
Dave Greene  
Lesley Jellyman  
Liz Pike

**Also Present:**

Sally Freemantle – Assistant Town Clerk  
Anne Dodge – Office Administrator

**1. MINUTES**

The Minutes of the previous meeting held on 3 March 2014, copies of which had been circulated, were approved as a correct record and signed by the Chairman.

**2. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Joe Fischer and Wes Read

**3. CORRESPONDENCE**

There were no items of correspondence.

**4. ARRANGEMENTS FOR BULB GIVEAWAY**

Steve Fox confirmed at the meeting that bags of bulbs would again be given away this year. The bulbs would be ripped out week commencing 5 May 2014, starting from out of town and ending in St Johns Churchyard. The bulb giveaway would then take place on 30<sup>th</sup> May 2014 at 9am. Sally advised that she and Adam the Town Council's Apprentice Administrator may be available to help. Steve asked if the group could help in the week leading up to the giveaway in deadheading the bulbs and putting them into paper bags in readiness for the day. Steve advised that he had sourced stronger paper bags due to the poor quality of the ones used last year.

It was also proposed that on the day names and address of people who took the bulbs would be requested so that they could be contacted to help out on future events such as litter picks.

Also it was suggested that those attending were asked if they would be prepared to help with the planting out of new bulbs later in the year, perhaps

on a Saturday morning. Also to encourage the local children and Scout groups to become involved.

The local schools, Lufton College and Preston Primary will be given bulbs as before.

The event will be promoted on Facebook and in the Western Gazette.

## **5. YARN BOMBING**

Lesley Jellyman updated the meeting on the Yarn Bombing event which is due to take place on 16<sup>th</sup> April 2014 at 10.00am. It has been up on Facebook for the past two months and also advertised in the Western Gazette, on-line and in the newspaper.

The yarn shop in Glovers Walk was giving 10% off wool bought if purchasers mentioned Yarn Bombing.

She had received a call from Points West asking for more information about the event and the possibility of sending down a film crew to record it. At the time of the meeting, Lesley was unsure as to how many people would be turning up.

## **7. DATE OF NEXT MEETING**

It was confirmed that the next meeting would take place at 4.00pm on 16<sup>th</sup> June 2014 in the Town House.

## **8. ANY OTHER BUSINESS**

Manny Roper commented that he thought the Hospital Roundabout looks exceptional. Liz Pike then mentioned that the displays in St John's are 'perfection'.

David Recardo mentioned that the bottom end of Queensway by the medical centre required attention following extensive works that had taken place in the area.

David also updated the Group about the Yeovil In Bloom Facebook page. There are now 83 followers/likes for the page with 277 visits following the airing of Yarn Bombing in Sidney Gardens.

Steve Fox updated the group that they are looking at investing in free standing banners/flags for future events, as planning permission is needed to put up flags.

A visit to the nursery has been scheduled for Friday 6<sup>th</sup> June 2014 at 1pm.

Chairman

## 9. **BEST VALUE**

Unlike their county and district counterparts, town councils are free to choose their own performance indicators. These play an important part in the Best Value process, as they are the yardsticks by which the targets set are measured.

To make sure indicators chosen give a balanced view of performance, the Government has suggested using five dimensions of performance:

- Strategic Objectives
- Cost/Efficiency
- Service Delivery Outcomes
- Quality
- Fair Access

The Council has set corporate health performance indicators as well as setting additional ones for each service. The Policy, Resources and Finance Committee have adopted a list of corporate performance indicators compiled from the mandatory list that all principal councils must adopt.

Service related indicators are just as important. The Council has agreed that these are best chosen by the Service Committees - who are already responsible for monitoring and reviewing the services within their purview. Last year, all the Service Committees were asked to put forward a performance indicator for each of the major services/functions under their control and their achievements have been reported during the current cycle of meetings.

Two of the main activities managed by the Committee are the Yeovil in Bloom initiative and the provision of Christmas Lights.

### ***Yeovil in Bloom***

The Yeovil in Bloom displays form an important part of the Town Council's contribution to the enhancement of Yeovil, and it has been agreed that a survey be carried out, at an appropriate time, of people's views on the attractiveness of this Year's display.

Last year, the Committee set itself a target of achieving 80% satisfaction rate with the Yeovil in Bloom displays.

A random survey was carried out in the Town last September, which showed that 98% of people were satisfied with the displays.

This highly commendable result reflected the hard work of all of those involved with the initiative, and the Town's success in securing, for the fifth time since 2005, a gold award in the Regional Britain in Bloom competition.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's displays.



## ***Christmas Lights***

The *quality* of service provision is also important in this area of activity in which the Town Council takes a leading role. The attractiveness and enjoyment of this initiative is largely judged by the public's perception of how well the displays are designed and maintained.

Last year, the Committee set itself a similar target of achieving 80% satisfaction rate with the Christmas Lights displays, which were replaced with a set of new designs. A random survey was carried out in the Town, which showed that 90% of people were satisfied with the new displays. This is up from the previous year's satisfaction rate of 83%.

It is **RECOMMENDED** that the Committee notes this achievement and sets the same customer satisfaction target for this year's Christmas Lights displays.

***(Alan Tawse, Town Clerk - 01935 382424)***